

Welcome to WhenU

Please read through the following carefully and provide adShape with all requirements.

Creative / Copy Requirements

If you have decided to design your own creative, please follow the specifications included in the 'WhenU creative guide'. Please ensure that your creatives are clearly branded. Here is a summary for your information:

- two WhenU small format units
- two WhenU large format units
- one WhenU panoramic units

WhenU small format units

size: 250x250
format: gif, animated gif, jpg or flash
file size: 30kb limit

WhenU large format units

size: 600x400 or 600x450
format: gif, animated gif, jpg or flash
file size: 40kb limit

WhenU panoramic units

size: 728x90
format: gif, animated gif, jpg or flash
file size: 30kb size limit

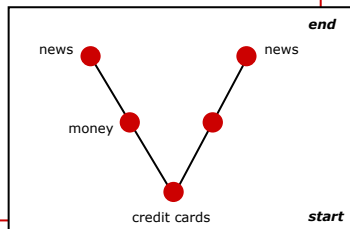
Flash creatives

please ensure you provide a back-up image of each flash creative (gif/jpg). destination links must be embedded in the movie (swf). WhenU users close the ad unit 'onClick' so it is not necessary to write in an 'onClose' link into the flash movie.

Ad-Serving When Ad-Serving, please ensure that all creatives are provided on separate tags. Billing will be from the statistics supplied by WhenU: there is a 25% surcharge to be billed from client statistics

Wish Lists As you know, the WhenU software can target the majority of UK sites. By adding sites you would like to target to the wish list, you increase your chances of appearing on these sites as WhenU takes your requests into consideration during the optimization process. When creating your wish list, please take note of the following:

- If targeting a single country, ensure you only pick sites with specific domain extensions. i.e. for the UK, pick domain.co.uk sites only
- Alternatively, add .com domains to your list if you know that they are targeted to UK consumers only
- Try not to target major portals or homepages where there will be high traffic levels. Target deeper into the site. i.e. instead of targeting www.isp.co.uk, target www.isp.co.uk/finance/creditcards
- With regards to keywords, it is wiser to be specific. i.e. in a campaign for a major car insurance, the keyword 'insurance' is too general, 'motor insurance' will target your audience.
- It is always wiser to launch your campaign with strong targeting and slowly loosen your targeting into complementary sectors. Please see the diagram over for a credit card targeting over the campaign period.



Check List

- Pay for campaign (invoice inc with this pack)
- Follow creative guidelines / forward creative
- Create wish list (see below)
- Provide tracking url
- Fax target cost per sale to adShape (see below)
- Provide adShape with number of sales

Optimisation

adShape works closely with WhenU to optimise your campaign. In order for us to do this, we would be grateful if you could provide us with your target cost per sale and your usual conversion rate for similar media. Please fax this sheet back to adShape on **020 7428 6681**

Company Name: _____

Company Contact: _____

Target cost per sale: _____

Usual conversion rate: _____

Tracking URLs

In order for all parties to be able to gather learnings from your campaign, we would suggest that you provide us with a tracking URL that allows you to view which customers have been gained from WhenU media rather than simply a standard URL.
i.e. www.domain.com/whenupromocode

Please also try to provide a URL which allows the customer to journey deeper into the purchase process. For example, don't send the user to your homepage if you can send them to a site section where there is enough information for them make the purchase.

Please note: WhenU can only accept one URL per campaign unless otherwise stated on the order

Contact

If you have any questions, or would like to discuss any part of your campaign in more detail, please contact:

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